

THE POWER GRADIENT

Inspiring Future Entrepreneurs

explaino

An AI-powered platform that converts complex documents into professional animated explainer videos in just two minutes. Trusted by organisations such as Sparkassen, AOK, and Schneider Electric, it streamlines onboarding, compliance training, and product education without requiring any prior expertise.

<https://www.explaino.ai/>

Key Takeaways

Audience First

Engage your market early to uncover genuine needs and shape your solution.

Founder Fit

Partner with someone whose skills and mindset balance your own.

Idea Muscle, Challenge Fuel

Strengthen your ability to execute, not just imagine, big ideas. Let obstacles sharpen your resilience and deepen your resolve.

Wisdom Bank

Build relationships with mentors who can shortcut your learning curve.

Process Power

Establish lean, repeatable systems to keep the team focused and agile.

Momentum Mindset

Act quickly and consistently to turn small steps into big gains.

Growth Lens

See every experience, positive or negative, as a source of learning.



Connect with Florian Scherl:

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Meet Florian Scherl

Welcome to this week's edition of The Power Gradient. In this issue, I am excited to share the inspiring story of Florian Scherl, founder of explaino. With the use of artificial intelligence, explaino is a company that takes complex documents and turns them into engaging animated explainer videos in just two minutes! Their platform has become a trusted tool for organisations such as Sparkassen, AOK, and Schneider Electric, helping them improve onboarding, compliance training, product education, and more. What makes explaino stand out is its simplicity. No prior expertise is needed. You simply upload your content, and the platform delivers professional and customised videos that save significant amounts of time, making information far easier to understand.

Early Sparks of Entrepreneurship

Florian's path toward entrepreneurship began during a high school project seminar called Jugend gründet. Before that, he had already been coding since the age of twelve, even completing university level courses and attending hackathons. However, none of his early projects had truly been brought to life. The Jugend gründet seminar changed everything. It was the first time he saw what it meant to take an idea and carry it through to completion in a structured and goal-oriented way. That experience revealed to him that ideas alone are not enough and the real energy lies in execution. Inspired by this realisation, he later joined an accelerator program to deepen his skills and gain hands-on experience building a company. This marked his entry into the startup world.

Highs and Lows

Like any ambitious founder, Florian quickly learned that the road to building a business is filled with highs and lows. There were moments when promising leads suddenly backed out because they preferred to work with much larger enterprises. Other times, progress slowed without an obvious reason, leaving him feeling stuck. Through it all, he realised that these challenges were part of the natural rhythm of entrepreneurship. For him, resilience became not just a helpful quality but an absolute necessity. He came to understand that building something meaningful takes time, and that patience and persistence are key. Despite these setbacks, his motivation to create something impactful has never ceased.



Structured Efficiency

In the early phases of building his company, Florian relied heavily on the support of mentors he met through Jugend gründet and Startup Teens. These connections provided valuable expertise in every critical area, including sales, product development, and fundraising. On the technical side, he benefited from relationships with researchers at the Fraunhofer Institute, which provided an additional edge. One of his biggest lessons was the importance of managing resources wisely. Starting a business in Germany meant spending a significant amount of time navigating bureaucracy, so Florian focused on creating efficient, repeatable processes early on. Structured one-on-one meetings with his first team members, along with clearly defined development cycles, helped keep the company moving forward even when resources were tight.

Engaging the Target Audience

Reflecting on his journey, Florian wishes he had engaged with his target audience much earlier. The feedback from real users could have provided critical insights sooner and allowed the company to move faster in the early stages. He also wishes he had met his co-founder Philipp earlier, as having the right partner from the start can accelerate decision-making, maintain motivation, and make the difficult moments more manageable. To those starting their own entrepreneurial path, Florian's advice is straightforward, yet powerful. Find a co-founder you can trust and connect with your target audience as soon as possible. Share your ideas widely, listen to feedback, and adapt quickly. Most importantly, just begin. There will never be a perfect moment, so make use of the resources and communities around you. In Florian's own words, every conversation, every piece of feedback, and every small step you take will bring you closer to your goals.